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"BETTER SEED PRODUCE BIGGER YIELDS"



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NOW...  
*Stoneville*  
BRINGS YOU ITS NEW  
and EXCLUSIVE

**FLASH  
PROCESS \***

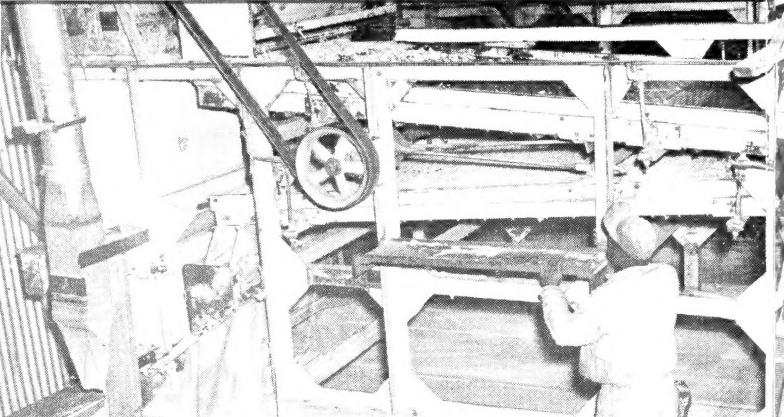
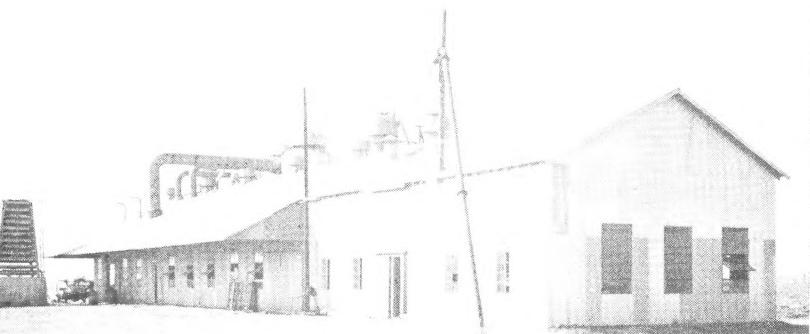


FOR IMPROVING COTTON PLANTING SEED

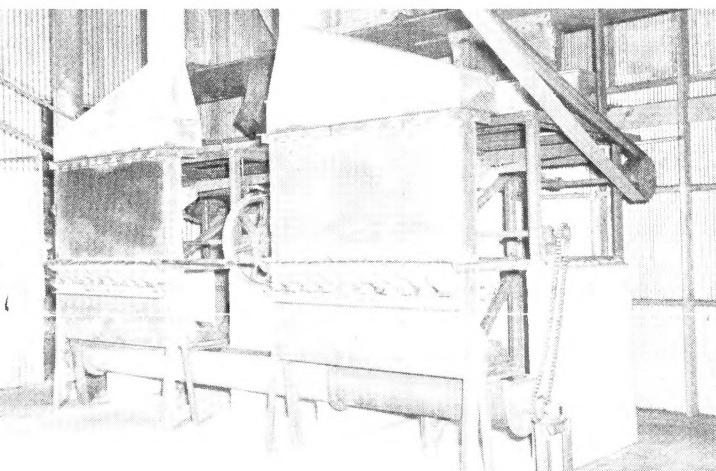
\* An added feature of Stoneville's "DIRECT-FROM-THE-BREEDER" seed!

**STONEVILLE PEDIGREEED SEED COMPANY, INC.**  
Stoneville, Mississippi

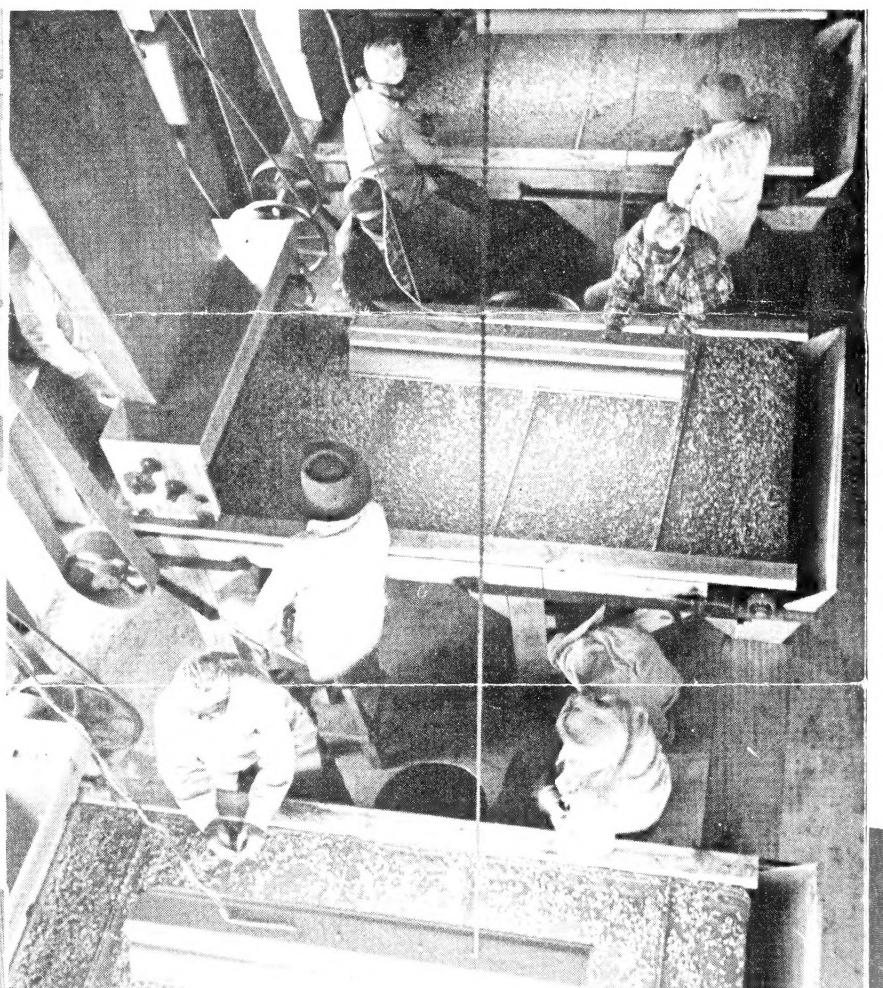
# Let us take you "step - by - step" through Stoneville's seed processing plant



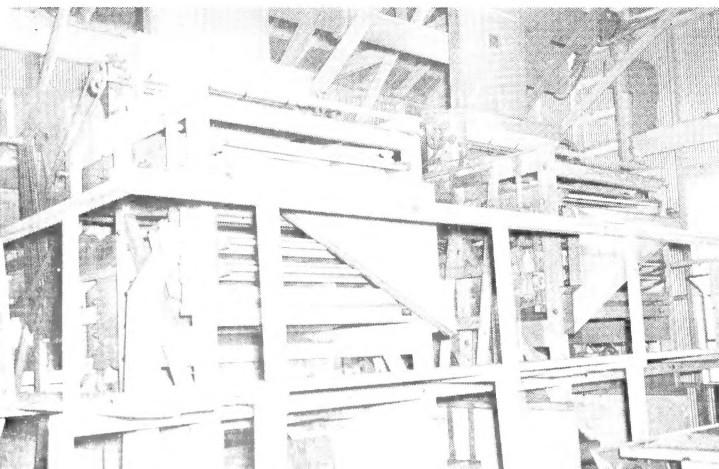
1. After cotton has been ginned, the seed are transferred to Stoneville Pedigreed Seed Company's modern delinting and processing plant (pictured above)



5. Stoneville's new "FLASH PROCESS" now begins. Pictured above is one battery of Stoneville's new and exclusive "Flash" equipment for removing long and excessive fibers that remain on seed after mechanical delinting.

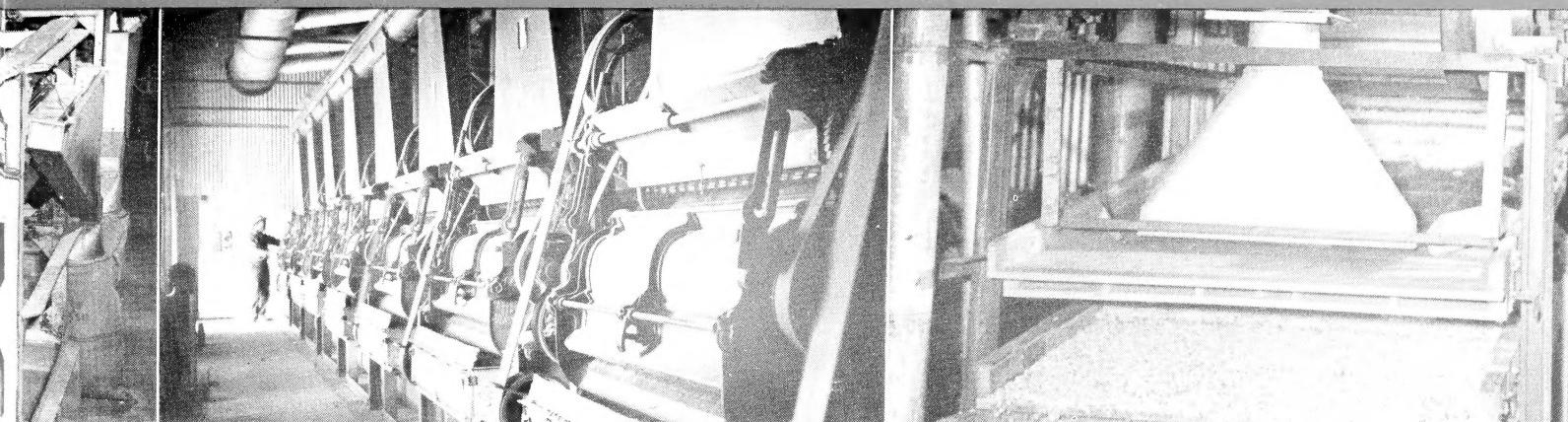


6. Pictured below is battery of two Super Cleaners. This superior type of equipment can be used efficiently for cleaning and grading only after removal of fibers (in Step 5) which cause seed to cling together or "mat". Cleaners remove light or immature seed and noxious weed seed.



7. Seed are shown "passing in review". Seed move from the Clipper Cleaners (in Step 6) over these endless belt tables for final inspection. Each table is manned by four workers on the lookout for any objectionable material which may have gotten by the previous equipment.

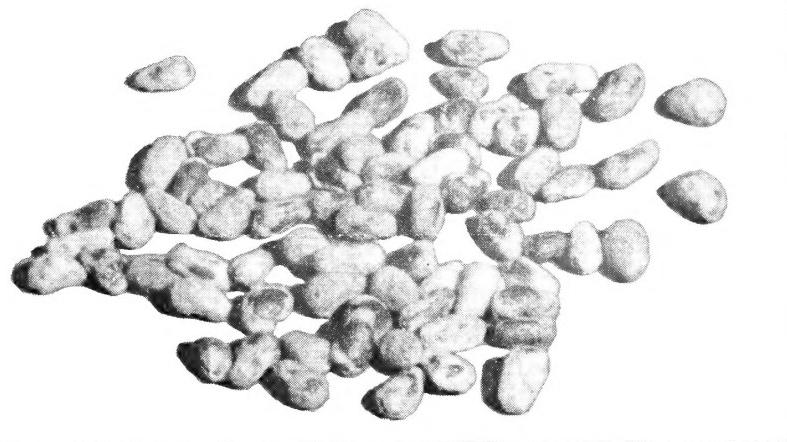
# Oneville's modern delinting and processing plant



3. After being cleaned, seed are then delinted by means of the finest mechanical delinting equipment that is available. Above you see a battery of eight 176-Saw Carver Delinting Stands through which seed pass after first cleaning.

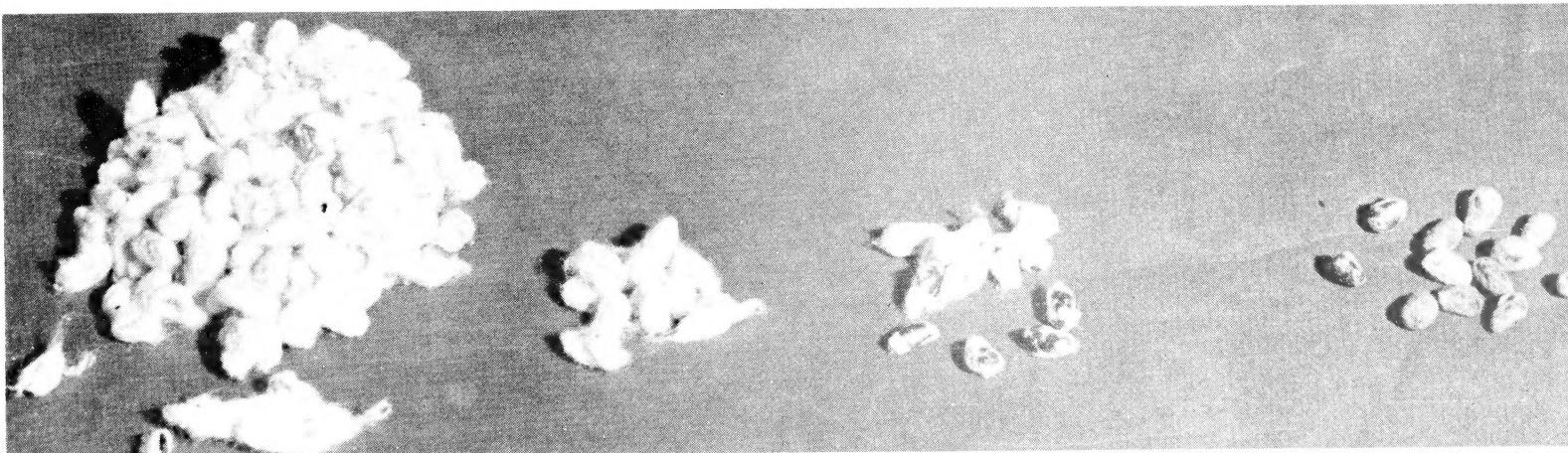
4. After passing through the delinting stands, seed are cleaned a second time on Shaker Cleaner (above). This operation completes the usual process of mechanically delinting and cleaning seed.

8. Here is the finished product — sound, clean seed ready for precision planting. These "Flash Processed" seed still retain enough of the protective coating provided by nature to carry them through the cool, damp nights of early planting. At the same time, the removal of nappy, excessive fibers puts them in perfect planting condition.



9. BEFORE AND AFTER. Seed at extreme left are as they come from gin. Second from left are twelve seed from the first pile. Note tendency of gin-run seed to mat-up. Third from left are twelve seed after the usual mechanical delinting. Note how four seed more closely delinted than the others have fallen to themselves while the other eight are stuck

together. At extreme right are twelve "Flash Processed" seed. Note that none of the beneficial protective coating, which remained after mechanical delinting, has been removed. While retaining this protective coating, "Flash Processed" seed separate freely in falling - - - A MUST for perfect planting.



GIN-RUN SEED

MECHANICALLY DELINTED SEED

MECHANICALLY DELINTED SEED  
Plus FLASH PROCESS

PLAY IT SAFE FOR '53 . . .

# plant only Stoneville's "FLASH PROCESSED" SEED

*Direct from the Breeder - - -*

For SAFE, SURE, PROFITABLE planting in 1953, it will pay you to use only Stoneville's "Flash Processed" seed. When you buy seed from Stoneville Pedigreed Seed Company, you are getting pure, scientifically-developed strains which are high in prepotency and productivity . . . DIRECT FROM THE BREEDER.

Check the following proven benefits which you enjoy when you plant Stoneville's "Flash Processed" seed:

1 - top quality "direct-from-the-breeder" seed

- 2 - higher percentage of viable seed
- 3 - more uniform seed
- 4 - better grading of seed
- 5 - less clinging together (better precision planting)
- 6 - less foreign matter, inert, etc.
- 7 - no clogging of planter hopper

So, for greater yields from less seed, plant Stoneville's famous "Flash Processed" seed in 1953. These quality seed can MAKE you money, as well as SAVE you money. Remember, "it costs you less to plant the best".



Choose just the seed for your particular needs from Stoneville's "Big Three!"

## 1. STONEVILLE 2-B ('53)

The perfect BALANCED cotton. Exceptionally high yields and good gin turnout. Big, easy-to-pick bolls. Uniform staple length — high tensile strength — excellent mill performance. Adaptable to almost any soil.

## 2. STONEVILLE 3202 ('53)

Extra high gin turnout. Extremely light foliage. Very early maturity. Especially adapted to areas of heavy rainfall or short growing season.

## 3. DELFOS 9169 ('53)

Record yields per acre. Big, easy-to-pick bolls. Highly adapted to mechanization. Extra high money value per acre. Especially adapted to alluvial soils.

*"It'll Cost You Less To Plant the Best"*

STONEVILLE PEDIGREED SEED CO., INC.



STONEVILLE, MISSISSIPPI